

Message Text

UNCLASSIFIED

PAGE 01 OTTAWA 07453 162234Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 TRSE-00 OMB-01 CIAE-00 INR-07
NSAE-00 SS-15 NSC-05 SP-02 H-02 /053 W
-----058286 162242Z /73

R 162231Z AUG 77
FM AMEMBASSY OTTAWA
TO USDOC WASHDC
INFO SECSTATE WASHDC 4466
USIA WASHDC
AMCONSUL TORONTO

UNCLAS OTTAWA 07453

FOR ASST. SECRETARY OF COMMERCE FOR TOURISM FABIAN CHAVEZ
FROM AMBASSADOR ENDERS

USIA FOR IEU/IOA

TORONTO FOR USTS

E.O. 11652: N/A
TAGS: ETRD, US, CA
SUBJECT: FUNDING OF INFO-ROAD TIELINE TO OTTAWA NATIONAL
CAPITAL REGION

1. IN JANUARY 1977 USTS TORONTO BEGAN FUNDING, ON
EXPERIMENTAL BASIS, TOLL-FREE TIELINE FROM OTTAWA NATIONAL
CAPITAL AREA TO "INFO ROAD USA" TOURIST INFO CENTER
TORONTO. SERVICE HAS BEEN SO SUCCESSFUL THAT
APPROXIMATELY 500 CALLERS FROM OTTAWA AREA NOW USE INFO
ROAD EACH MONTH AT A TIELINE COST OF ABOUT \$500.

2. SINCE JUNE, COST OF TOLL-FREE SERVICE HAS BEEN PAID BY
USIS OTTAWA, WHILE USTS TORONTO HAS PAID FOR ADVERTISING.
USIA WASHINGTON HAS NOW ADVISED THAT AGENCY DOES NOT
BELIEVE THE SERVICE SUPPORTIVE OF AGENCY OBJECTIVES TO
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 OTTAWA 07453 162234Z

EXTENT IT CAN CONSIDER CONTINUATION OF FUNDING. ALSO,
USTS TORONTO ADVISES THAT WHILE IT SUPPORTS PROJECT AND
CAN CONTINUE TO FUND ADVERTISING COSTS, IT IS NOT IN
BUDGETARY POSITION TO FUND TIELINE. THUS, UNLESS ACTION
IS TAKEN PROMPTLY, THIS SERVICE WILL TERMINATE
SEPTEMBER 30.

3. TRAVEL PROMOTION IS INTEGRAL PART OF COUNTRY COMMERCIAL PROGRAM. IMPORTANCE OF CANADIAN TOURIST TRAVEL TO U.S. EVIDENCED BY LARGE NUMBER OF CANADIANS VISITING U.S. EACH YEAR: 2.1 MILLION VACATION TRIPS AND AN ESTIMATED 11 MILLION TOTAL CANADIAN VISITORS.

4. PLEASE HAVE A LOOK AT THIS PROJECT, TO SEE WHETHER FUNDING AT ABOUT \$6,000 ANNUALLY CANNOT BE FOUND. THE COST IS SLIGHT WHEN COMPARED WITH THE POTENTIAL INCREASED TRAVEL GENERATED BY 500 CALLS A MONTH. WE ALSO HAVE AN INTEREST IN FACILITATING TRAVEL OF PEOPLE FROM NATIONAL CAPITAL AREA TO U.S. BECAUSE MANY OF THEM ARE INFLUENTIAL IN SHAPING CANADIAN GOVERNMENT POLICIES. ENDERS

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TOURISM, TELEPHONE SYSTEMS
Control Number: n/a
Copy: SINGLE
Sent Date: 16-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977OTTAWA07453
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770295-1129
Format: TEL
From: OTTAWA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770857/aaaabwiv.tel
Line Count: 75
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 29d5f759-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 10-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1588886
Secure: OPEN
Status: NATIVE
Subject: FUNDING OF INFO-ROAD TIELINE TO OTTAWA NATIONAL CAPITAL REGION
TAGS: ETRD, US, CA
To: COM
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/29d5f759-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009